

LETHBRIDGE

Alberta

IRRIGATION CAPITAL of CANADA

and its

Prosperous District



1950

Presented with the Compliments of

City of Lethbridge

« and »

The Lethbridge Chamber of Commerce

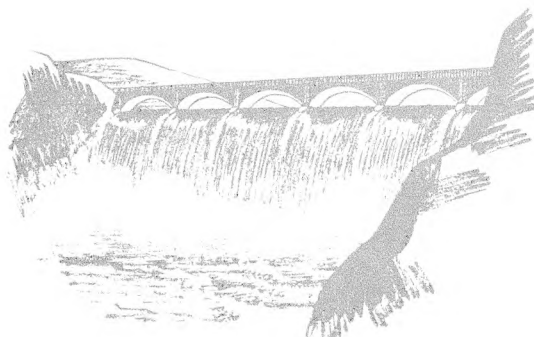


LETHBRIDGE — the trading centre of Southern Alberta. In the foreground centre is the famous Galt Gardens. In the left middle picture is the Civic Centre, covering four city blocks, put aside by the forward-looking citizens of LETHBRIDGE for administration and recreation purposes.

The areas of more recent expansion can be easily recognized by the lack of trees. This lack is rapidly being corrected by the planting of new trees each year. Rapid as has been our expansions, it has been controlled by a town planning scheme, and future years will see LETHBRIDGE reap the benefit of its citizens' foresight.

Earth, ageless mother of man, is nowhere more fruitful than in Southern Alberta. For lands infinitely less fertile, millions have died in a vain struggle for possession. On lands in the older countries inhabitants are crowded . . . here in Southern Alberta are big lands with big opportunities. The land is here . . . irrigation is already bringing life-giving streams to that land . . . already there are half a million acres of irrigated land in Southern Alberta, and plans call for another million acres in the not too distant future. The huge St. Mary Dam is but part of the great St. Mary-Milk Rivers irrigation development that will irrigate 393,000 acres. It is difficult to present an adequate picture of the future for these "Green Acres" . . . but we hope that the ensuing pages will make you want to know more about them.

Growth is certain. Development is assured. Opportunities are obvious. Those who love the good earth—men who would harvest the seeds of life in profitable abundance—will nowhere find soil richer to the touch, sweeter to the taste, easier to plow, and more productive to that labour which brings forth the sustenance of mankind.



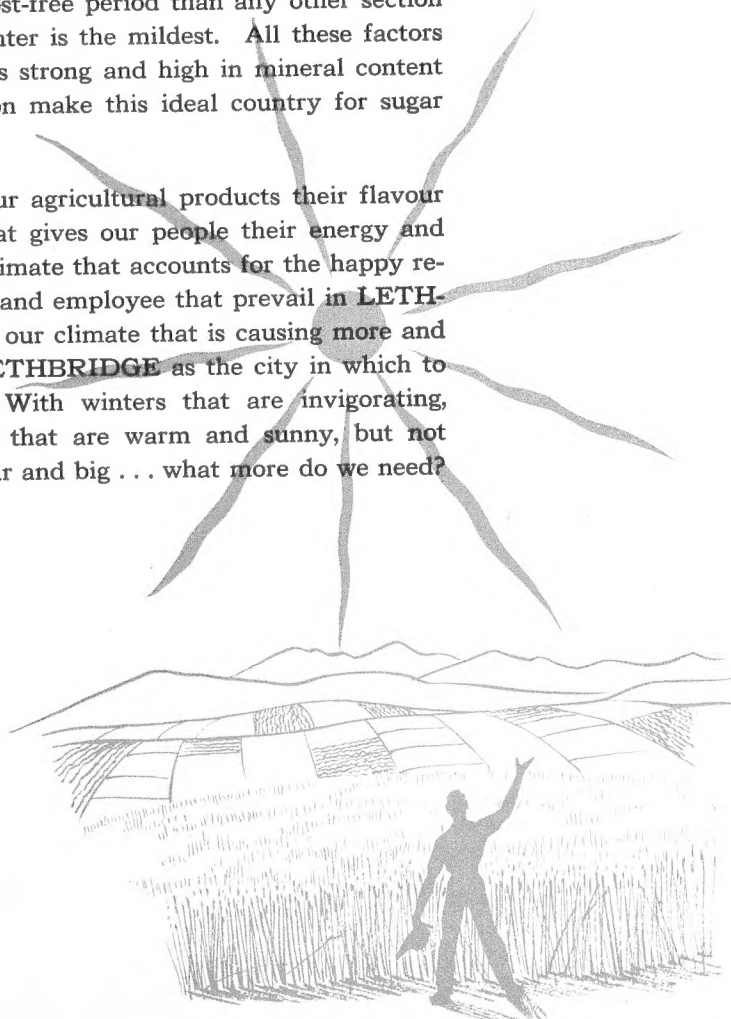


LETHBRIDGE is known as "The Irrigation Capital of Canada." In dry farming areas of Alberta, the population averages 3.5 persons per square mile. In areas partly under irrigation, it jumps to 12.7 per square mile. In more fully developed areas, it jumps to between 30 and 40 persons per square mile. Some irrigated districts in the United States have as high as 183 persons per square mile. With our fertile land and irrigation, what more do we need in Southern Alberta?

THE SUNSHINE CITY

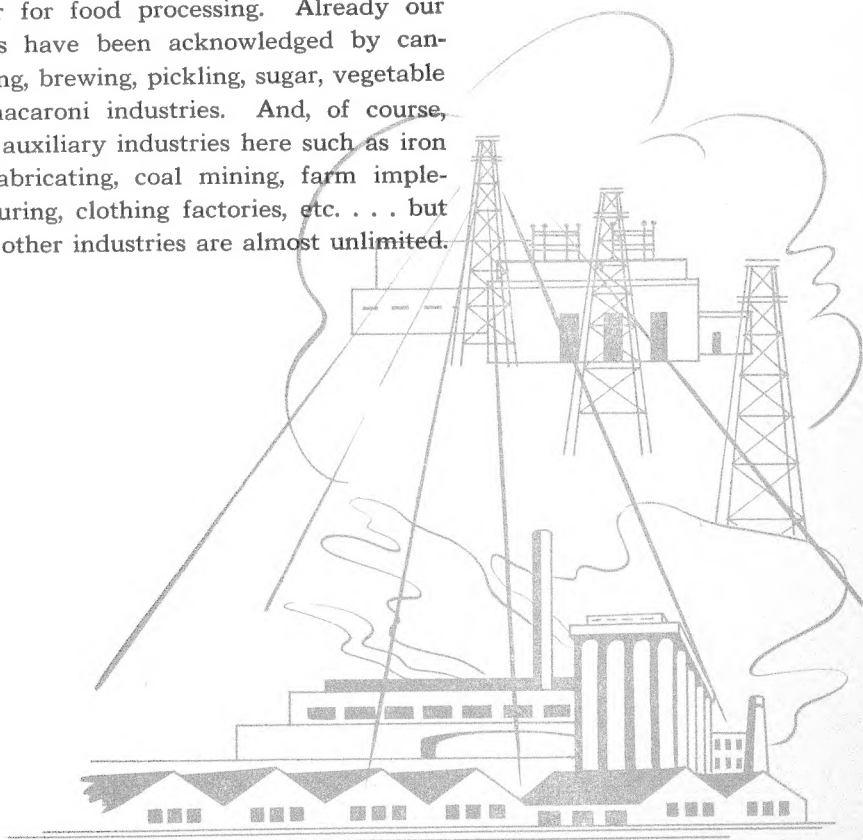
We need the right climatic conditions for growing . . . according to Dominion Government statistics, we have more sunshine in **LETHBRIDGE** than any other place in Canada where records are kept. The Southern Alberta area is in the chinook wind belt, where almost without warning, the temperature changes from sub-zero to mild in the space of a few hours. This, as well as its altitude of from 2,500 to 3,000 feet, unquestionably has much to do with the quality of its produce. This area has a longer frost-free period than any other section of the prairies, and its winter is the mildest. All these factors together with a soil that is strong and high in mineral content and the magic of irrigation make this ideal country for sugar beets and canning crops.

It is the sun that gives our agricultural products their flavour . . . the high, clear air that gives our people their energy and hustle. Maybe it is our climate that accounts for the happy relations between employer and employee that prevail in **LETHBRIDGE**. Certainly it is our climate that is causing more and more people to choose **LETHBRIDGE** as the city in which to spend their retirement. With winters that are invigorating, but not severe; summers that are warm and sunny, but not extreme; a sky that is clear and big . . . what more do we need?



POWER POTENTIAL

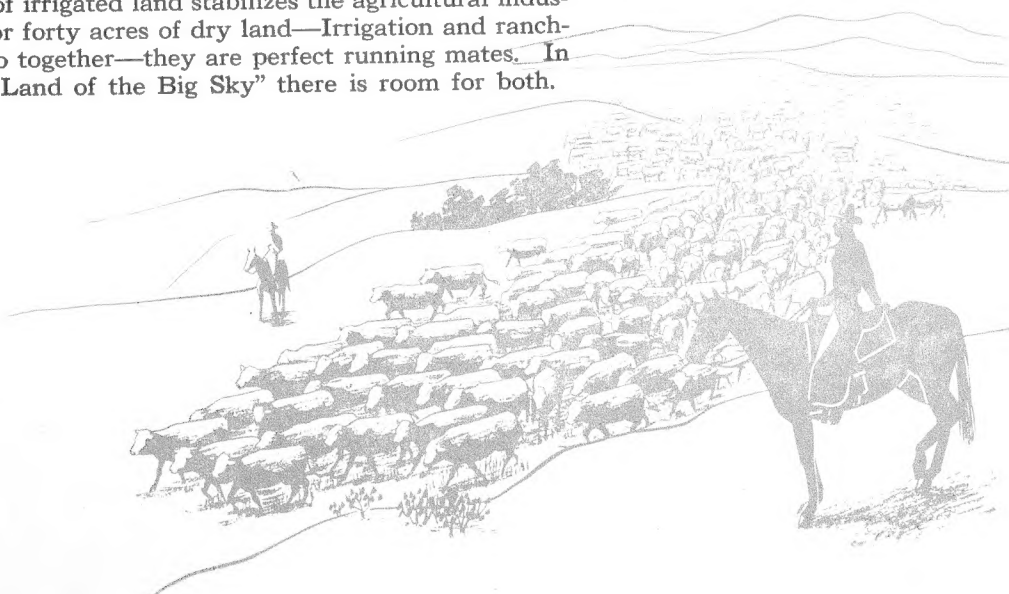
Power is needed to process our natural food products . . . we have that, too. It is estimated that coal reserves in Southern Alberta are around 2,000,000,000 tons. Just west of LETHBRIDGE, at Pincher Creek, is one well that has an estimated daily potential of 83,000,000 cubic feet of gas per day. Just south of LETHBRIDGE, at Spring Coulee, oil has been found at a well that justifies the predictions of a major field being developed. The Municipal Power Plant supplies power to the city in ample quantities, and is now planning to instal another 5,000 Kw. generator. A three-plant 12,500 Kw. power development, has been projected for the St. Mary-Milk Rivers scheme . . . so there is plenty of fuel and power for food processing. Already our ideal conditions have been acknowledged by canning, flour milling, brewing, pickling, sugar, vegetable freezing and macaroni industries. And, of course, there are other auxiliary industries here such as iron works, metal fabricating, coal mining, farm implement manufacturing, clothing factories, etc. . . . but possibilities for other industries are almost unlimited.



LAND OF THE BIG SKY

We should have a balanced agricultural economy . . . and we have just that in Southern Alberta. Fattening of livestock is one of the major industries in irrigation country. Each year tens of thousands of sheep and cattle are finished for market by feeding with sugar beet pulp, molasses and other by-products of the main crops and food processing industries. This means choicest meat and a profitable industry in the winter for the farmer. There are millions of acres in Southern Alberta's rolling foothills which are, and always will be, range country. Only sheep and cattle can make the grass of these non-arable lands profitable.

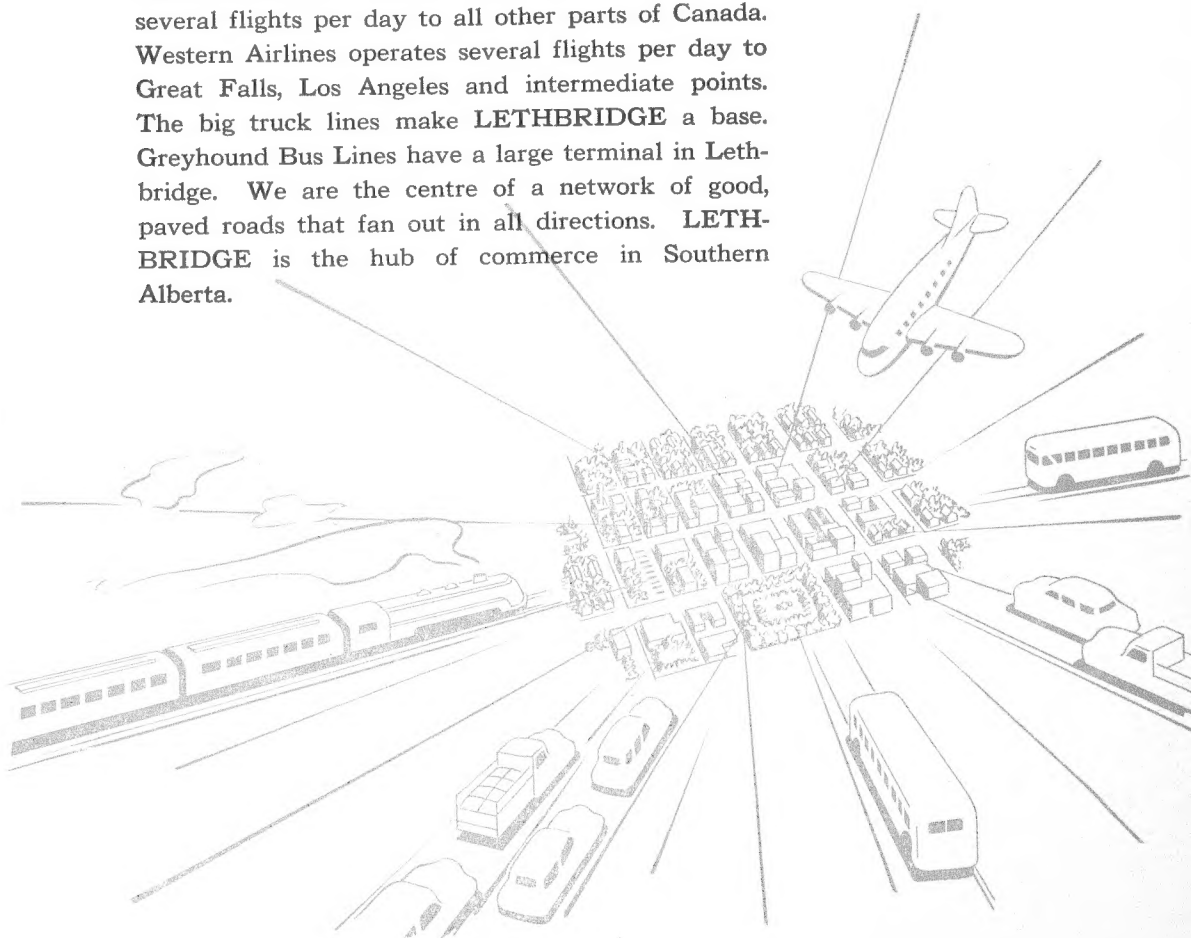
It is well known that to maintain a balanced agricultural economy it is necessary to have livestock to return to the soil the fertility that grain and other crops take from it. This avoids any danger of soil becoming crop poor as it has in some older areas of the west. Much of the new irrigated land will be used for cattle, sheep and hogs. These will use as feed during the winter the by-products of the canning and sugar beet industries. More livestock will result in packing plants and tanneries; glue factories and shoe manufacturing. It can easily be seen that one acre of irrigated land stabilizes the agricultural industry for forty acres of dry land—Irrigation and ranching go together—they are perfect running mates. In this "Land of the Big Sky" there is room for both.



HUB OF COMMERCE

All these resources, which are so readily available, make **LETHBRIDGE** and the surrounding district the logical location for food-processing industry. Already there are many such plants in this area . . . but there is room for many more. It is estimated that another million acres of irrigated land will require around another 150,000 inhabitants.

But there is one more necessary facility . . . transportation. In this regard, too, **LETHBRIDGE** is fortunate. It is a divisional point on the Canadian Pacific Railway. Trans Canada Airlines operates several flights per day to all other parts of Canada. Western Airlines operates several flights per day to Great Falls, Los Angeles and intermediate points. The big truck lines make **LETHBRIDGE** a base. Greyhound Bus Lines have a large terminal in Lethbridge. We are the centre of a network of good, paved roads that fan out in all directions. **LETHBRIDGE** is the hub of commerce in Southern Alberta.

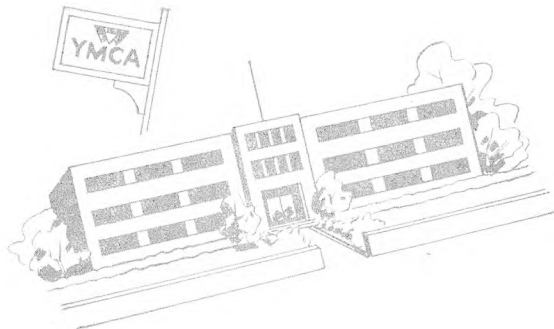
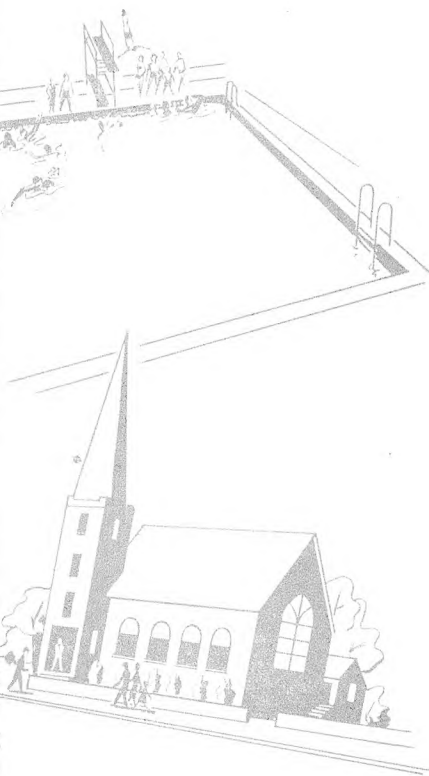


THE FULLER LIFE

But, you will say, how are living conditions in LETHBRIDGE? Is it a good place in which to live? No place could be better . . . LETHBRIDGE is small enough (about 24,000) to be friendly, but large enough to have the amenities that make living pleasant; old enough to be mature, but young enough to retain some of the frontier spirit that built Canada; a prairie city near to the Rockies, with Waterton Lakes National Park as its playground.

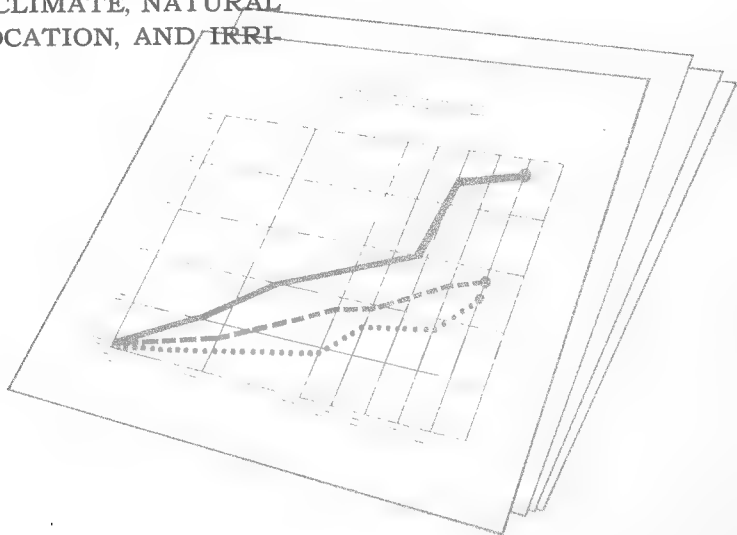
All the major demoninations are represented among LETHBRIDGE'S twenty-three churches. Our citizens have had enough confidence in the future of their city to put aside four city blocks for a Civic Centre. Already there has been built a new City Hall, a new Civic Sport's Centre and Swimming Pool, and a new Civic Ice Centre. In the near future a new Provincial Court House will be erected in the grounds, and later will be added a Civic Auditorium and facilities for football, tennis and other major sports.

There is a Y.M.C.A. and a Y.W.C.A. for our younger citizens; many parks and playgrounds for the small folk; Henderson Lake for picnics; three high and seven elementary schools including two new high schools recently completed at a cost of \$1,000,000; one isolation and two general hospitals, all of which are being expanded; and, of course, the usual entertainment facilities . . . And don't forget that our natural gas makes for the lowest heating and cooking costs anywhere in the Dominion, as well as being a very convenient form of fuel.



PROOF OF PROSPERITY

THESE FEW PAGES GIVE A BRIEF OUTLINE OF THE NATURAL RESOURCES AND ATTRACTIONS OF LETHBRIDGE. THE STATISTICS ATTESTING TO THE TRUTH OF THIS ATTRACTIVE PICTURE, AND THE PROOF OF OUR CLAIM THAT AN INCREASING NUMBER OF PEOPLE ARE REALIZING THE OPPORTUNITY AWAITING THEM IN THE LETHBRIDGE DISTRICT, IS GIVEN IN THE FOLLOWING PAGES. THESE ARE NOT OUR FIGURES . . . THEY ARE FURNISHED BY THE DOMINION BUREAU OF STATISTICS AND THE ALBERTA GOVERNMENT STATISTICAL BUREAU. THESE FIGURES SHOW THAT OUR PER CAPITA PURCHASING POWER IS HIGHER THAN THE DOMINION OR PROVINCIAL AVERAGES BY FAR. OUR PERCENTAGE INCREASES IN ECONOMIC FACTORS ARE MORE RAPID THAN THE DOMINION AND PROVINCIAL AVERAGES . . . AND ALL THIS DEVELOPMENT AND PROMISE IS BASED ON A FIRM, HEALTHY AND SECURE FOUNDATION . . . THE GOOD EARTH, A WONDERFUL CLIMATE, NATURAL RESOURCES, A GOOD LOCATION, AND IRRIGATION.



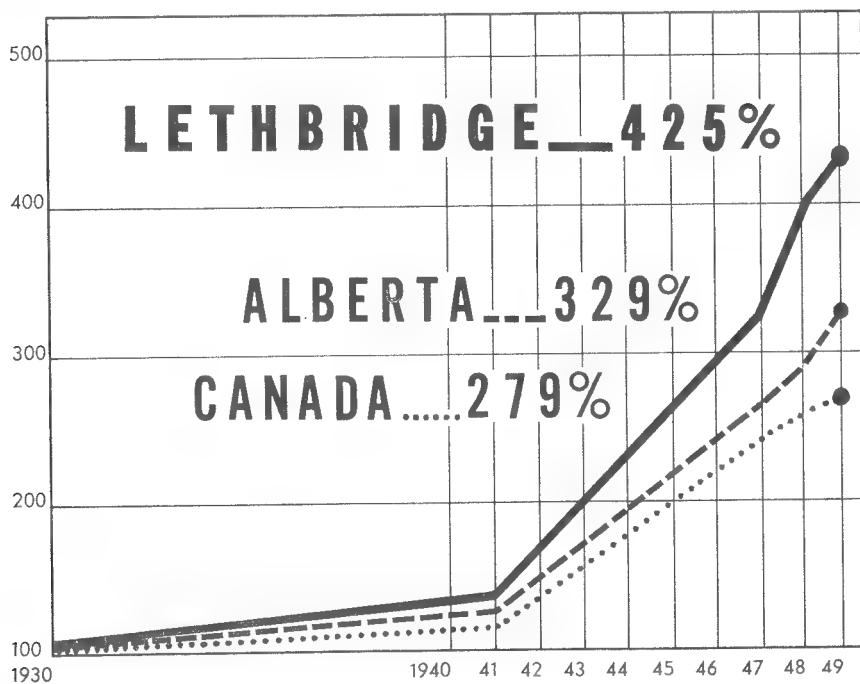
IRRIGATION CAPITAL



Another Aerial View of Lethbridge

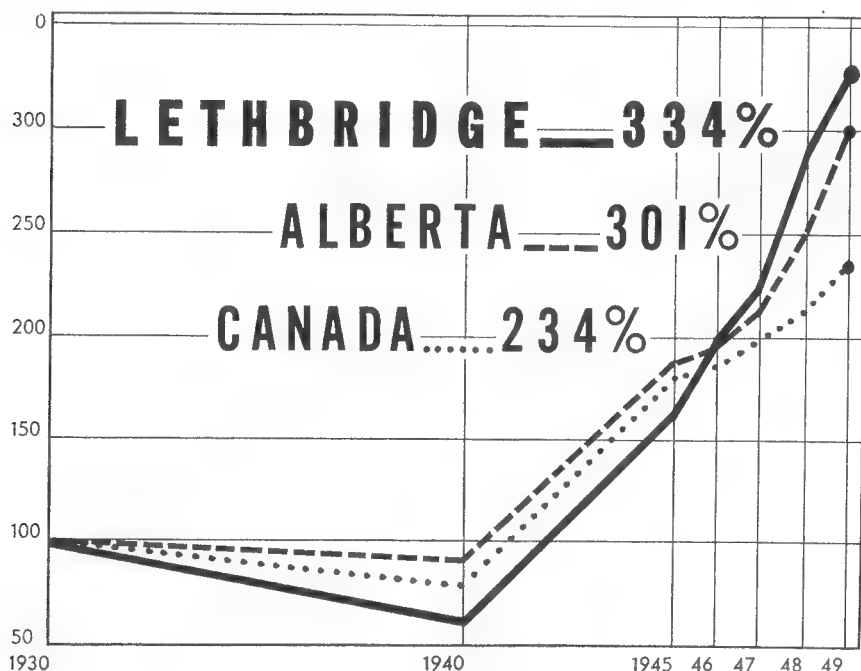


RETAIL SALES



When the per capita retail sales shown later are considered, the percentage increase shown above is nothing short of phenomenal.

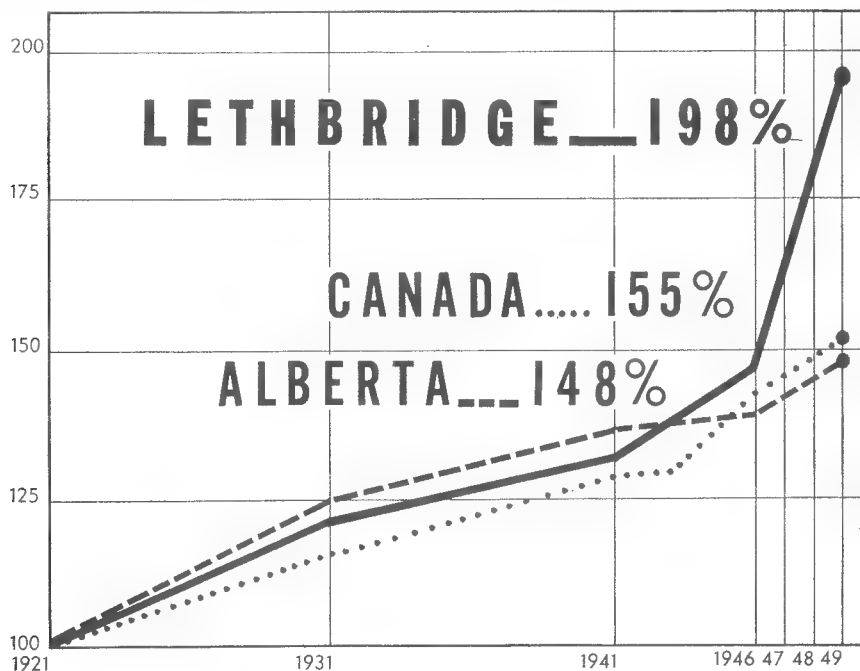
CHEQUES CASHED



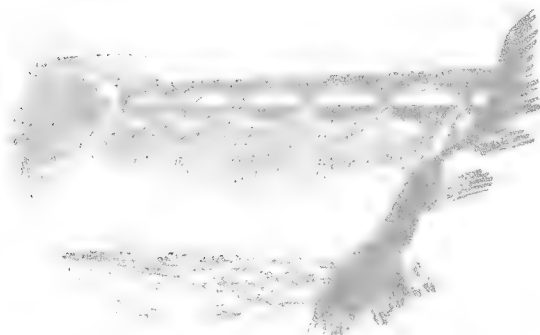
The high level of business, and the percentage increase in cheques cashed in clearing houses, as indicated above, is largely attributable to the healthy economy and the prosperity of the surrounding district.



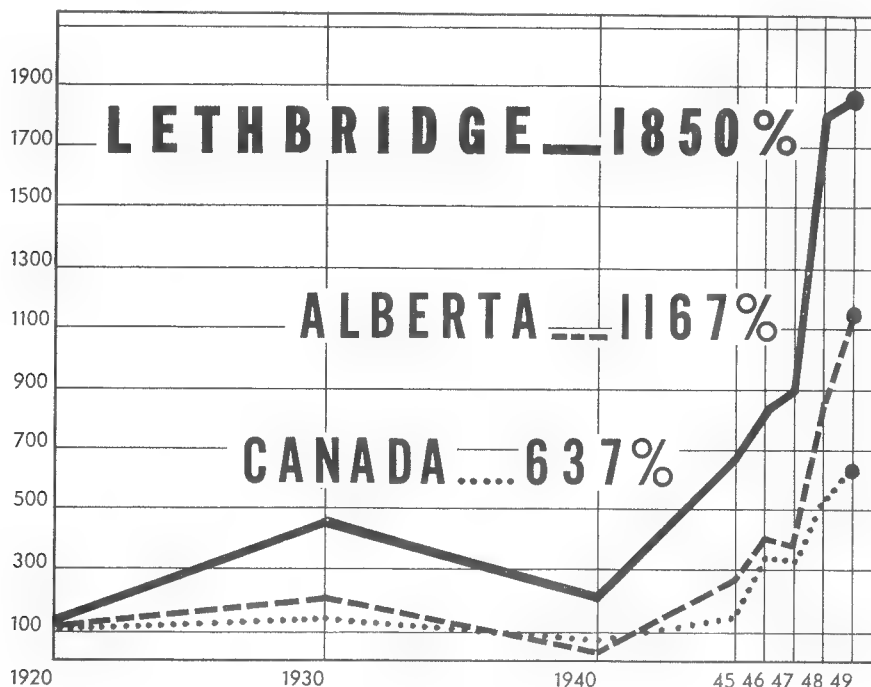
POPULATION



More and more people want to live in this delightful city with such a great future. The percentage increase shown above for LETHBRIDGE gives no indication of slackening.









BUILDING PERMITS

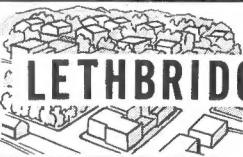







The sound economy and unrivalled promise of Southern Alberta has created the confidence in its metropolitan centre—**LETHBRIDGE**—that has caused its expansion. More people want **LETHBRIDGE** to be their home. More houses are being built, more and bigger hospitals, larger office buildings, more stores . . . in fact more buildings of every kind.







Autos Per 100 Population

 LETHBRIDGE	
 ALBERTA	
 CANADA	


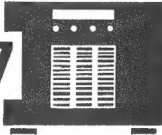



Per Capita Retail Sales

 LETHBRIDGE	\$1,730.00 
 ALBERTA	\$667.00 
 CANADA	\$568.00 

Phones Per 100 Population

 LETHBRIDGE	24.81 
 ALBERTA	13.35 
 CANADA	19.04 

Radios Per 100 Population

 LETHBRIDGE	27.77 
 ALBERTA	16.75 
 CANADA	15.94 